

FSC-126-A

March 21, 1994

To All Region Operations Managers

SUBJECT: 1994 Temporary POS Availability

Attached for your reference is a complete listing and status of all full-price, savings and multi-brand temporary POS currently available. Listing does not include permanent retail presence (PDI) items (refer to 1994 Regional Permanent Retail Presence Budgets letter and brochure sent to Region Managers and Region Operations Managers on November 4, 1993 for 1994 PDI details).

Program Contacts: WINSTON POS: Jeanne Tilley, extension #6971

CAMEL POS: Teresa Smith, extension #5385

SALEM/VANTAGE/MORE/NOW POS: Kay McCaffrey, extension #7695

Savings POS: Susan King, extension #2511

Multi-Brand POS: Jacquie McLaurin, extension #4382

Workplan: Dick Luongo, extension #6110

R. J. REYNOLDS TOBACCO COMPANY

Attachment

A-1

51860 9714

WINSTON

- Will maintain on an on-going basis a dump bin riser card/paster, premium display riser card and pricing wobbler, all with pricing area.
- Does not include workplan POS pieces.

Item	Item #	SKU Quantity	Status
WINSTON July Dump Bin Riser Card Open Price/.40	417694	25	Open order until depleted
WINSTON July Extra Large Vertical Paster Offer/Open Price	417738	50	Open order until depleted
WINSTON Starburst	417771	100	Open order until depleted
WINSTON SELECT Buydown Riser Card	457604	25	Open order until depleted
WINSTON SELECT Buydown Dump Bin Riser Card w/Pads	457610	25	Open order until depleted
* SELECT Premium Display Riser Card	460875	25	Available 4/4/94 as needed
* SELECT Dump Bin Riser Card/Paster	460881	25	Available 4/4/94 as needed
* SELECT Wobbler/Starburst	460575	100	Available 4/4/94 as needed
1994 WINSTON/WINSTON SELECT 2-Row Gravity Fed POS Card	459507	25	Available as needed
1994 WINSTON/WINSTON SELECT 4-Row Gravity Fed POS Card	459510	25	Available as needed

* Preferred pieces after May due to new "SELECT Times, SELECT Taste" graphics.

CAMEL

- Will maintain on an on-going basis a dump bin riser card/paster, premium display riser card and pricing wobbler, all with pricing area.
- Does not include workplan POS pieces.

Item	Item #	SKU Quantity	Status
CAMEL Wides Prem Display Riser Card	408267	25	Open order until depleted
CAMEL Wides Dump Bin Riser Card	408278	25	Open order until depleted
CAMEL "Here's the Deal" Dump Bin Riser Card	408685	25	Open order until depleted
CAMEL "Here's the Deal" Prem Display Riser Card	408696	25	Open order until depleted
CAMEL "Here's the Deal" 24" Package Merchandiser Card	408707	25	Open order until depleted
CAMEL "Here's the Deal" Folded Shelf Strip	408718	25	Open order until depleted
CAMEL "Here's the Deal" Large Paster	409301	25	Open order until depleted
CAMEL "Here's the Deal" One-Sheet	409389	10	Open order until depleted
CAMEL Buydown Dump Bin Riser Card	457721	25	Open order until depleted
CAMEL Buydown Prem Display Riser Card	457724	25	Open order until depleted
* CAMEL Q2 Dump Bin Riser Card	463284	25	Available 4/4/94 as needed
* CAMEL Q2 Prem Display Riser Card	463290	25	Available 4/4/94 as needed
* CAMEL Wobbler	465131	100	Available 5/2/94 as needed
1994 CAMEL/CAMEL Special Lights 2-Row Gravity Fed POS Card	459522	25	Available as needed
1994 CAMEL/CAMEL Special Lights 4-Row Gravity Fed POS Card	459534	25	Available as needed

* Preferred pieces after May 1 to facilitate consistent message at retail.

51860 9715

SALEM

- Will maintain on an on-going basis for open order a "special offer" dump bin riser card/paster, premium display riser card, 24" package merchandiser card, large paster and folded shelf strip.

<u>Item</u>		<u>SKU</u>	
<u>Item #</u>	<u>Quantity</u>		<u>Status</u>
SALEM Slims Dangler	399731	25	Open order until depleted
SALEM Slims Paster	399742	50	Open order until depleted
SALEM Gold Prem Riser Card	404879	25	Open order until depleted
SALE Gold Dump Bin Riser Card	404890	25	Open order until depleted
SALEM Gold 24" Package Merchandiser Card	404901	25	Open order until depleted
SALEM Gold 16" Pkg Merchandiser Card	404912	25	Open order until depleted
SALEM Special Offer "16" Package Merchandiser Card	409587	25	Open order until depleted
SALEM Static Cling	409642	50	Open order until depleted
SALEM Premium Display Riser Card	409620	25	Available as needed
SALEM Dump Bin Riser Card/Paster	409609	25	Available as needed
SALEM 24" Package Merchandiser Card	409598	25	Available as needed
SALEM Large Paster	409631	50	Available as needed
SALEM Folded Shelf Strip	409653	25	Available as needed

VANTAGE

- Will maintain on an on-going basis for open order a dump bin riser card/paster, premium display riser card, 24" package merchandiser card, large paster and shelf strip.

<u>Item</u>		<u>SKU</u>	
<u>Item #</u>	<u>Quantity</u>		<u>Status</u>
VANTAGE Static Cling	398576	25	Open order until depleted
VANTAGE Prem Display Riser Card	398543	25	Available as needed
VANTAGE Dump Bin Riser Card/Paster	398565	25	Available as needed
VANTAGE 24" Package Merchandiser Card	398521	25	Available as needed
*VANTAGE Large Paster	247282	25	Available as needed
*VANTAGE Display Strip	247403	25	Available as needed

* No pricing area available.

NOW/MORE

- No pricing area available on POS.
- All pieces only available on open order until depleted.

<u>Item</u>		<u>SKU</u>	
<u>Item #</u>	<u>Quantity</u>		<u>Status</u>
NOW Prem Display Riser Card	403009	25	Open order until depleted
NOW Dump Bin Riser Card/Paster	402998	25	Open order until depleted
NOW 24" Package Merchandiser Card	403020	25	Open order until depleted
NOW Static Cling Shelf Talker	403031	25	Open order until depleted
NOW Folded Shelf Strip	403042	25	Open order until depleted
MORE Prem Display Riser Card	287729	25	Open order until depleted
MORE Dump Bin Riser Card/Paster	287718	25	Open order until depleted
MORE 24" Package Merchandiser Card	287740	25	Open order until depleted
MORE Static Cling Shelf Talker	287751	25	Open order until depleted
MORE Folded Shelf Strip	287982	25	Open order until depleted

MULTI-BRAND

- All pieces are blue and yellow in color (except starbursts) and feature large white pricing areas with "special offer" message.
- SKU quantities are 1 (except starbursts) in order to tie POS into the Co-Marketing Program and customize POS quantities as needed. However, multi-brand POS is available for all calls.

<u>Item</u>		<u>SKU</u>		<u>Status</u>
<u>Item #</u>	<u>Quantity</u>			
Small PPD Card	462891	1		Available as needed
Channel Strip	462900	1		Available as needed
24" Package Merchandising Card	462912	1		Available as needed
19" Canopy Card	462921	1		Available as needed
Small Vertical Paster	462930	1		Available as needed
Dump Bin Riser Card	462942	1		Available as needed
Folded Shelf Strip	462951	1		Available as needed
Pole Pricer	463032	1		Available as needed
Counter Display Riser Card	463131	1		Available as needed
Extra Large Paster	463185	1		Available as needed
Neon Starburst - Large (6" x10")	464330	100		Available 4/18/94 as needed
Neon Starburst - Medium (5½" x 5½")	464342	100		Available 4/18/94 as needed

PRIVATE LABEL

- All brand-specific POS pieces will convert to the below listed generic Forsyth POS pieces. Forsyth will contact applicable markets with any available brand-specific pieces.
- Small and large brand-specific pack facsimiles are available for use on generic Forsyth POS.
- All pieces feature pricing areas.

<u>Item</u>		<u>SKU</u>		<u>Status</u>
<u>Item #</u>	<u>Quantity</u>			
Private Label Small PPD Card	432636	25		Available as needed
Private Label Large PPD Card	394902	25		Available as needed
Private Label Pump Topper	393891	25		Available as needed
Private Label Dump Bin Riser Card	403911	25		Available as needed
Private Label Shelf Strips	394880	25		Available as needed
Private Label 24" Package Merchandiser Card	394858	25		Available as needed

DORAL

All pieces will provide a pricing area.

<u>Item</u>	<u>Item #</u>	<u>SKU</u>	<u>Quantity</u>	<u>Status</u>
DORAL Small PPD 2-Sided	248404		50	Available as needed
DORAL Small Display Channel Strip	248349		25	Available as needed
DORAL Large PPD	248415		50	Available as needed
DORAL Wobbler	456855		50	Available as needed
DORAL 19" Canopy Card	248437		25	Available as needed
DORAL Large Paster	248426		100	Available as needed
DORAL Large Savings Center Card	248327		50	Available as needed
DORAL 19" Canopy Transparency	408003		20	Available as needed
DORAL Shelf Strip	248360		100	Available as needed
DORAL Extended Large PPD	248371		50	Available as needed
DORAL PPCD Side Card	248338		50	Available as needed
DORAL 24" Package Merchandiser Transparency	264926		25	Available as needed
DORAL 24" Package Merchandiser Card	264937		25	Open order until depleted
DORAL 24" Enhanced Canopy Transparency	264948		10	Available as needed
DORAL 36" Enhanced Canopy Transparency	264959		10	Available as needed
DORAL 28" Canopy Transparency	408014		10	Available as needed
DORAL 16" Package Merchandiser Transparency	408025		20	Available as needed
DORAL 6' x 3' Banner	457634		10	Open order until depleted
DORAL 16" Package Merchandiser Card	408036		25	Available as needed
DORAL Menthol Large Paster	464150		50	Allocated by sales region
DORAL Menthol Dump Bin Riser Card	464153		25	Allocated by sales region
DORAL Menthol Extended Large PPD	464162		25	Allocated by sales region
DORAL Menthol Extended Small PPD	464165		25	Allocated by sales region
DORAL Menthol 24" Package Merchandiser Card	464171		25	Allocated by sales region
* DORAL Regional Dump Bin Riser Card	463494		25	Available as needed
* DORAL Regional 24" Package Merchandiser Card	463503		25	Available as needed
* DORAL Regional Counter Display Riser Card	463500		25	Available as needed

* DORAL regional POS pieces feature a large write-in area for customization of promotions.

MONARCH

- All pieces will provide a pricing area.

<u>Item</u>	<u>Item #</u>	<u>SKU Quantity</u>	<u>Status</u>
MONARCH Premium Promotion Riser Card	438668	25	Open order until depleted
MONARCH 24" Package Merchandiser Card	438613	25	Open order until depleted
MONARCH Wobbler	438978	25	Available as needed
MONARCH Display Channel Strip	438602	25	Available as needed
MONARCH Small PPD 2-Sided	438624	50	Available as needed
MONARCH Dump Bin Riser Card	438657	25	Available as needed
MONARCH Large PPD	438635	50	Available as needed
MONARCH 19" Canopy Card/Vertical Paster 2-Sided	438646	25	Available as needed
MONARCH Extra Large Paster	438679	25	Available as needed
MONARCH "Manager's Special" Premium Promo Riser Card	456615	25	Open order until depleted
MONARCH "Manager's Special" Dump Bin Riser Card	456612	25	Open order until depleted
MONARCH "Buy 1 Get 1 Free" Starburst	438690	25	Available as needed
* MONARCH Regional Dump Bin Riser Card	463143	25	Available as needed
* MONARCH Regional 24" Package Merchandiser Card	463155	25	Available as needed
* MONARCH Regional Counter Display Riser Card	463152	25	Available as needed
MONARCH 19" Transparency	464972	20	Available as needed

* MONARCH regional POS pieces feature a large write-in area for customization of promotions.

MONARCH/DORAL

<u>Item</u>	<u>Item #</u>	<u>SKU Quantity</u>	<u>Status</u>
MONARCH/DORAL 2-Row Gravity Fed POS Card	459540	25	Available as needed
MONARCH/DORAL 4-Row Gravity Fed POS Card	459522	25	Available as needed

BEST VALUE

- All pieces provide a pricing area.

<u>Item</u>	<u>Item #</u>	<u>SKU Quantity</u>	<u>Status</u>
Best Value Large Paster	462132	50	Available as needed
Best Value Display Channel Strip	462111	25	Available as needed
Best Value 24" Package Merchandiser Card	462123	25	Open order until depleted
Best Value 5' x 2' Banner	462141	10	Allocated by sales region
Best Value Small PPD	462114	25	Available as needed
Best Value Large PPD	462120	25	Available as needed
Best Value Folded Shelf Strip	462135	25	Available as needed
* Best Value Regional Dump Bin Riser Card	463524	25	Available as needed
* Best Value Regional 24" Package Merchandiser Card	463533	25	Available as needed
* Best Value Counter Display Riser Card *	463530	25	Available as needed

* Best Value regional POS pieces feature a large write-in area for customization of promotions.

STERLING

- All pieces provide a pricing area.

<u>Item</u>	<u>Item #</u>	<u>SKU Quantity</u>	<u>Status</u>
STERLING Small PPD	184892	50	Available as needed
STERLING Static Cling	185165	50	Available as needed
STERLING B1G1F Dangler	203040	25	Available as needed
STERLING Display Channel Strip	380789	25	Available as needed
STERLING Large PPD	184703	50	Available as needed
STERLING Folded Shelf Strip	184714	100	Available as needed
STERLING 24" Package Merchandiser Card	184725	25	Open order until depleted
STERLING 19" Canopy Card	184769	25	Available as needed
STERLING Display Strip	184813	50	Available as needed
STERLING Slims Small PPD Card	382329	50	Available as needed
STERLING Slims Large PPD Card	247150	50	Available as needed
STERLING Slims Small Paster	388071	50	Available as needed
STERLING Slims Large PPD Card	382318	50	Available as needed
STERLING/B&H Confrontational Small PPD Card	382263	50	Available as needed
STERLING/B&H Confrontational Large PPD Card	382252	50	Available as needed
STERLING/Kool Confrontational Small PPD Card	382285	50	Available as needed
STERLING/Kool Confrontational Large PPD Card	382274	50	Available as needed
STERLING/Newport Confrontational Small PPD Card	382307	50	Available as needed
STERLING/Newport Confrontational Large PPD Card	382296	50	Available as needed
* STERLING Regional Dump Bin Riser Card	464060	25	Available as needed
* STERLING Regional 24" Package Merchandiser Card	464072	25	Available as needed
* STERLING Regional Counter Display Riser Card	464063	25	Available as needed

- * STERLING regional POS pieces feature a large write-in for customization of promotions.

MAGNA

- All pieces provide a pricing area.

<u>Item</u>	<u>Item #</u>	<u>SKU Quantity</u>	<u>Status</u>
MAGNA Small PPD Card	249042	50	Available as needed
MAGNA Static Cling	185154	50	Available as needed
MAGNA Large PPD Card	249053	50	Available as needed
MAGNA Folded Shelf Strip	249064	100	Available as needed
MAGNA 24" Package Merchandiser Card	249130	25	Open order until depleted
MAGNA Display Channel Strip	380789	25	Available as needed
MAGNA Small Paster	185044	50	Available as needed
* MAGNA Regional Dump Bin Riser Card	463512	25	Available as needed
* MAGNA Regional 24" Package Merchandiser Card	463521	25	Available as needed
* MAGNA Regional Counter Display Riser Card	463515	25	Available as needed

- * MAGNA regional POS pieces feature a large write-in area for customization of promotions.